

Course	MRKT 5000 Marketing	
Term	Spring II, 2008	
Instructor	Name: Pete Mitchell Phone: 1401 Lighthouse Drive, Villa 4313 Email: North Myrtle Beach, SC 29582 (843) 902-6591 pete.mitchell@samsonite.com or petermitchell46@webster.edu	
Catalog Description	Students examine the character and importance of the marketing process, its essential functions, and the institutions exercising these functions. Course content focuses on the major policies that underlie the activities of marketing institutions and the social, economic, and political implications of such policies.	
Prerequisites	None	
Course Level Learning Outcomes	Upon completion of this course the student will be able to: <ul style="list-style-type: none"> • Understand the concept of Target Marketing, and to identify and select Target Markets for specific products/concepts; • Understand the components of a Marketing Plan, how they integrate, and how the Marketing Plan works within an organization. These components include (but are not limited to) Product, Promotion, Pricing, and Placement; • Develop a comprehensive, strategic Marketing Plan that utilizes concepts learned during class for a product or service; • Relate examples of “real-world” marketing to concepts learned in class 	
Materials	<ul style="list-style-type: none"> • Pride-Ferrell-<u>Marketing</u>, 2008 edition, 2008; Houghton & Mifflin (Publisher). • Internet research, in and out of class 	
Grading	<u>Component</u>	<u>% of Grade</u>

	<table border="0" style="width: 100%;"> <tr> <td style="width: 70%;">Mid term exam</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Quizzes (3 @ 10% each)</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Research Project</td> <td style="text-align: right;">20%</td> </tr> </table> <p style="text-align: center;">Webster University Official Grading Scale:</p> <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding-right: 20px;">96-100:</td> <td>A</td> </tr> <tr> <td>90-95:</td> <td>A-</td> </tr> <tr> <td>87-89:</td> <td>B+</td> </tr> <tr> <td>84-86:</td> <td>B</td> </tr> <tr> <td>80-83:</td> <td>B-</td> </tr> <tr> <td>70-79:</td> <td>C</td> </tr> <tr> <td>Less than 70:</td> <td>F</td> </tr> </table> <p style="text-align: center;">Note: any assigned make-up work is due at the next class meeting (i.e., make up work for class session 2 is due at session 3).</p>	Mid term exam	25%	Final Exam	25%	Quizzes (3 @ 10% each)	30%	Research Project	20%	96-100:	A	90-95:	A-	87-89:	B+	84-86:	B	80-83:	B-	70-79:	C	Less than 70:	F
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<p>Policy Statements: University Policies</p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university’s published policies. The following policies are of particular interest:</p> <p>Academic Honesty The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university’s academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Drops and Withdrawals Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p>Disturbances Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not</p>																						

	<p>acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p>Student Assignments Retained From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p>Contact Hours for this Course It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p>Course Policies</p>	
<p>Weekly Schedule</p>	<p style="text-align: center;"><u>Session 1: The Marketing Process and Marketing Strategy</u></p> <p style="text-align: center;">Required pre-session Readings: Chapters 1-4 Quiz on Chapters 1-4</p> <p style="text-align: center;"><u>Session 2: Target Markets, Research, and Customer Behavior</u></p> <p style="text-align: center;">Required pre-session Readings: Chapters 6-10 EXCEPT 9 Quiz on Chapters 6-10 EXCEPT 9</p> <p style="text-align: center;"><u>Session 3: Product and the Distribution Chain</u></p> <p style="text-align: center;">Required pre-session Readings: Chapters 11-13, 15, 17 Mid-term Exam on this date (covers sessions 1 and 2) Quiz on Chapters 11-13, 15, 17</p>

	<p><u>Session 4: The Rest of the Story—How it all fits together</u></p> <p>Required pre-session Readings: Chapters 5 & 19, 21 Research Paper due Final Exam on this date (covers Session 3 and 4)</p>
<p>Additional Information</p>	<p><u>Research paper:</u></p> <p><u>Goal:</u> To create a Marketing Plan for a new product or service</p> <p><u>Companies:</u> Please select a Company where information is readily available on the Internet for research. Larger companies are easier to research (Coca-Cola, Disney, Nike, etc.)</p> <p><u>Format:</u> Student’s choice, options include:</p> <ul style="list-style-type: none"> • PowerPoint Presentation • Word Document • Hardcopy bound presentation <p><u>Components:</u> The Plan should include, but is not restricted to, all of the following:</p> <ul style="list-style-type: none"> • Product Description and Attributes • Market Segmentation • Product Launch Timeline (see below) • Brand SWOT Analysis • Brand Competitive Analysis • Positioning within current Company Offerings • Promotion Plan, • Pricing Strategy • Launch Strategy <p><u>Due Date:</u> <u>8AM, day of final class session</u></p> <p><u>Additional Info:</u> Will be provided at first class session</p>